

## **College Park Business Incentive Program**

The City of College Park is offering up to \$2,500 in dollar for dollar matching grants to city businesses for the design, fabrication, and installation of storefront signs. By providing signage incentives, the City hopes to encourage new and existing businesses to improve their façades by upgrading their signs with quality materials. Funds will be disbursed after signage has been installed.

### **General Eligibility Requirements**

1. A businesses and/or property owner in the Downtown, Hollywood, Route 1, or Berwyn commercial districts is eligible to apply.
2. Grants are for new or replacement storefront signs and related costs (see eligible improvements); the program will pay for 50% of eligible costs up to \$2,500.
3. Sign plans and costs estimates must accompany the application.
4. Applications for businesses located in integrated shopping centers may require property owner or manager signatures, if tenant improvements normally require landlord approval.
5. Funds will be **disbursed to the grant applicant** after work is successfully completed and invoices are submitted to the City.
6. Applicants will not be reimbursed for work completed before the Business Incentive Program application is approved by the City.

### **Eligible Improvements**

1. Exterior signage that is attached to the façade.
2. Signs may be flat against the façade or mounted projecting or hanging from the façade.
3. Specific examples of eligible signs include wall signs, canopy or awning signs, blade or fin signs, mural- style signs, and marquee signs.
4. Exterior lighting, which illuminates the exterior signage. Back lighting is permitted as an exception only for individual letters or numbers.

### **Ineligible Improvements**

1. Building improvements not related to signage, such as roofing, paving, and structural upgrade improvements.
2. Temporary banners, flags, and signs.
3. Interior or freestanding signs. (such as pole and monument signs)
4. Internally illuminated box signs, flashing or blinking signs, and electronic message boards.
5. Brightly colored plastic or vinyl signs or awnings.
6. Signs that are out of scale with the façade.
7. Signage that does not comply with Prince George's County Zoning Code requirements for signs or is not properly permitted.
8. Signage that extends into the public right of way along public roadways.

**Other Eligible Costs**

1. Architectural or design fees.
2. Permit fees--the City will waive its sign permit fee for program participants.
3. Removal of existing signs.
4. Installation of signs.

**Program Obligations and Requirements**

1. Complete an application and designate one person to be the contact for the sign project.
2. Meet with city planning staff to review the application prior to obtaining permits and fabricating the sign. The final sign design and application must be approved by the Planning Department.
3. A sign permit must be obtained from Prince George's County and the City of College Park prior to installation.
4. Applicants are responsible for supervising and managing the design, fabrication and installation of their sign.
5. Following the installation of signage and submittal of original receipts (and/or invoices,) program funds will be disbursed.
6. One grant per storefront is allowed.